

Message Text

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PAGE 01 STOCKH 00927 261459Z

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ACTION EUR-12

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P R 261440Z FEB 75

FM AMEMBASSY STOCKHOLM

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AMEMBASSY COPENHAGEN

AMEMBASSY HELSINKI

AXMBASSY OSLO 226

UNCLAS STOCKHOLM 0927

E.O. 11652: N/A

TAGS: BEXP, SW

SUBJECT: FY 1976 COUNTRY COMMERCIAL PROGRAM

REF: STATE A-9016, STOCKHOLM 0758

1. PRINTING AND GRAPHIC ARTS EQUIPMENT WITH FOCUS ON
OCTOBER PRINTING AND MARCH/APRIL REPROGRAPHICS
EXHIBITIONS.

2. LABORATORY INSTRUMENTS WITH FOCUS ON JANUARY
ANALYTICAL INSTRUMENTS AND MAY INTERMED EXHIBITIONS.

3. ELECTRONIC EQUIPMENT (INCLUDING EIPT AND
COMPONENTS) CAMPAIGN UTILIZES SEPTEMBER ELECTRONIC
COMPONENTS EXHIBITION, FOLLOW UP FROM APRIL 75
ELECTRONICS PRODUCTION AND TEST EQUIPMENT SHOW,
AND TWO LOCAL EVENTS.

4. AVIONICS AND AVIATION SUPPORT EQUIPMENT CENTERING
ON NOVEMBER AVIONICS JEEP AND TECHNICAL PRESENTATION.

5. LASERS KD ELECTRO-OPTICS FOCUSES ON FEBRUARY JEEP.

6. METALS EQUIPMENT AND RELATED INDUSTRIES IS COVERED
BY MARCH EXHIBITION OF SELECTED METAL PARTS PRODUCTION
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EQUIPMENT.

7. PACKAGING EQUIPMENT (INCLUDING FOOD PROCESSING)
UTILIZES AN OFFSITE MULTI-COMPANY BSP IN MARCH AND
SEEKS CO-SPONSORSHIP OF USDA WHERE PROGRAMS INCLUDE
RELATED FOODS FOR PROCESSING.

8. ENERGY SYSTEMS CENTERS ON JUNE EXHIBITION AND
INCORPORATES SOME EMPHASIS ON FUEL
TRANSMISSION SYSTEMS.

9. COMMUNICATIONS EQUIPMENT IS SUPPORTED BY AVIONICS
AND AVIATION SUPPORT EQUIPMENT JEEP AND MICROWAVE
EQUIPMENT EXHIBITION.

10. CONSUMER GOODS (INCLUDING HIGH TECHNOLOGY CONSUMER
GOODS) EMPHASIS ON TOPS, BSP'S AND IN-STORE PROMOTIONS.

11. INVEST IN 77 PROGRAM CENTERS ON SPRING 76 SEMINAR.

12. VIP AND FOREIGN GROUP BUYERS PROGRAMS WILL BE
SUPPORTED BY A PROFESSIONAL TRAVEL WORKSHOP AT STC AND
AN OFF-SITE EVENT IN COOPERATION WITH USIS PROMOTING VIP
PROGRAM AND U.S. BICENTENNIAL. THE ABOVE PROGRAM ACTIONS
ARE, OF COURSE, CONTINGENT UPON THE AVAILABILITY OF FUNDS.
NOTE: CAMPAIGN WORKSHEETS BEING POUCHED FEBRUARY 28.
STRAUSZ-HUPE

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